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**DISPLAY MEDIUM AND DISPLAY METHOD**  
**CANON INC**

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**Abstract:** PROBLEM TO BE SOLVED: To improve the contrast without degrading the service life and stability by providing an insulative base with microspheres, having a color, plural charged particles which have a diameter smaller than the diameter of these microspheres and having a color different from the color thereof and an insulating liquid.

**SOLUTION:** An insulating base 1 includes plural cavities 2 holding the microspheres 4 having the color, plural charged particles 3 having the diameter smaller than the diameter of the microspheres and having the color different from the color thereof and the insulating liquid 5 for dispersing the charged particles 3. The charged particles 3 are black and are electrostatically charged negative. When the electrostatic latent image of a positive charge is formed on an observation surface 7, the charged particles 3 are moved and attracted to the side near an observer 8 through electrophoresis in the cavities 2 and mainly the black is observed. When the electrostatic latent image of a negative charge is next formed on the observation surface 7 according to desired patterns, the charged particles 3 of the region are moved and attracted to a conductive layer 6 side and mainly the color possessed by the microspheres 4 is observed from the observer 8. Then, a black and white display is made possible, if the microspheres 4 are white.

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